



GENDER LINKS
FOR EQUALITY AND JUSTICE



A leading Southern African NGO that is working from local, to national to regional level, with strong African and global links, to give women equal voice, choice and control by 2030!

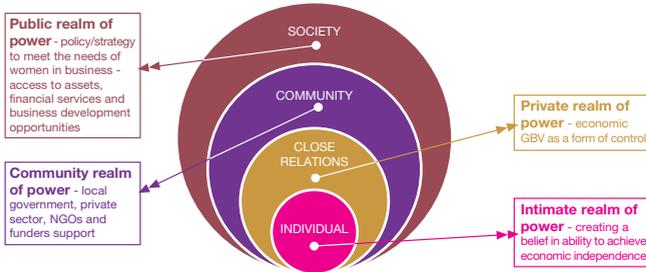


WHO WE ARE

Formed in **March 2001**, Gender Links (GL) is a Southern African NGO, headquartered in Johannesburg, South Africa, that promotes gender equality and justice across the fifteen countries of the Southern African Development Community (SADC) region. GL is committed to an inclusive, equal and just society in the public and private space in accordance with the SADC Protocol on Gender and Development. GL's Vision 2020 is of:

- An independent, strong, vibrant, principled self-sustaining organisation guiding Southern Africa to a free, democratic region based on equity for all.
- A voice of the voiceless, especially women who constitute the majority of those globally who are denied a voice.
- A leading African NGO and globally renowned centre of excellence on gender.
- An organisation with deeper roots.
- An organisation with two wings: one not for profit and the other generating income to help sustain the organisation.

WHY WE EXIST

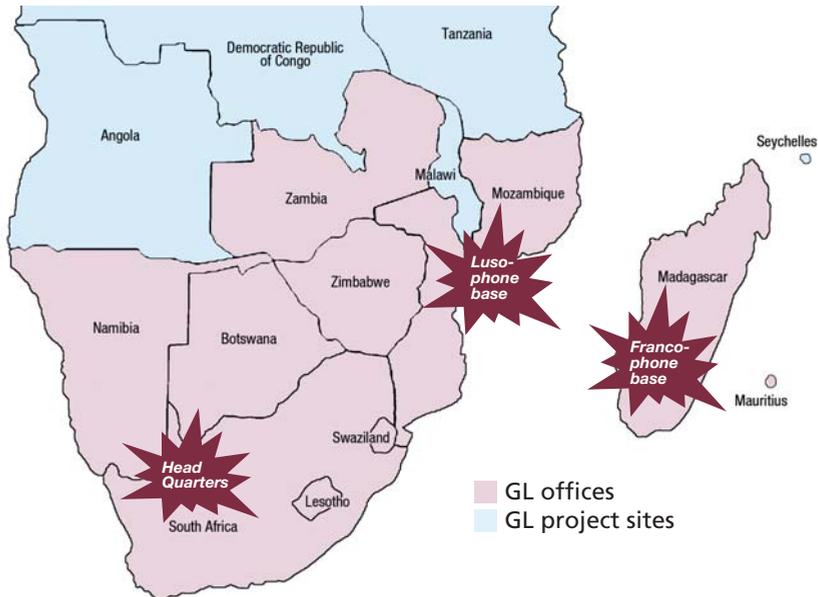


GL's Theory of Change recognises that gender is the most cross-cutting of all forms of inequality and exclusion. Reinforced in formal and informal ways, gender inequality begins in

the home; is perpetuated by the family; schools; work place; community, custom, culture, religion and tradition as well structures within society more broadly - the media, new media, popular culture, advertising, laws, law enforcement agencies, the judiciary and state. While society readily identifies other forms of inequality, gender discrimination is so **normalised** that it often goes **unnoticed**, including by women who have been socialised to accept their inferior status. Gender inequality follows the **life cycle** of most women from cradle to grave. Despite changes in laws and Constitutions, many women remain minors all their lives - under their fathers, husbands, even sons, and as widows subject to male relatives. Women and girls in Southern Africa remain the **majority of the poor; the dispossessed; the unemployed; the voiceless; those whose rights and dignity are daily violated and denied; those infected and affected by HIV and AIDS.**

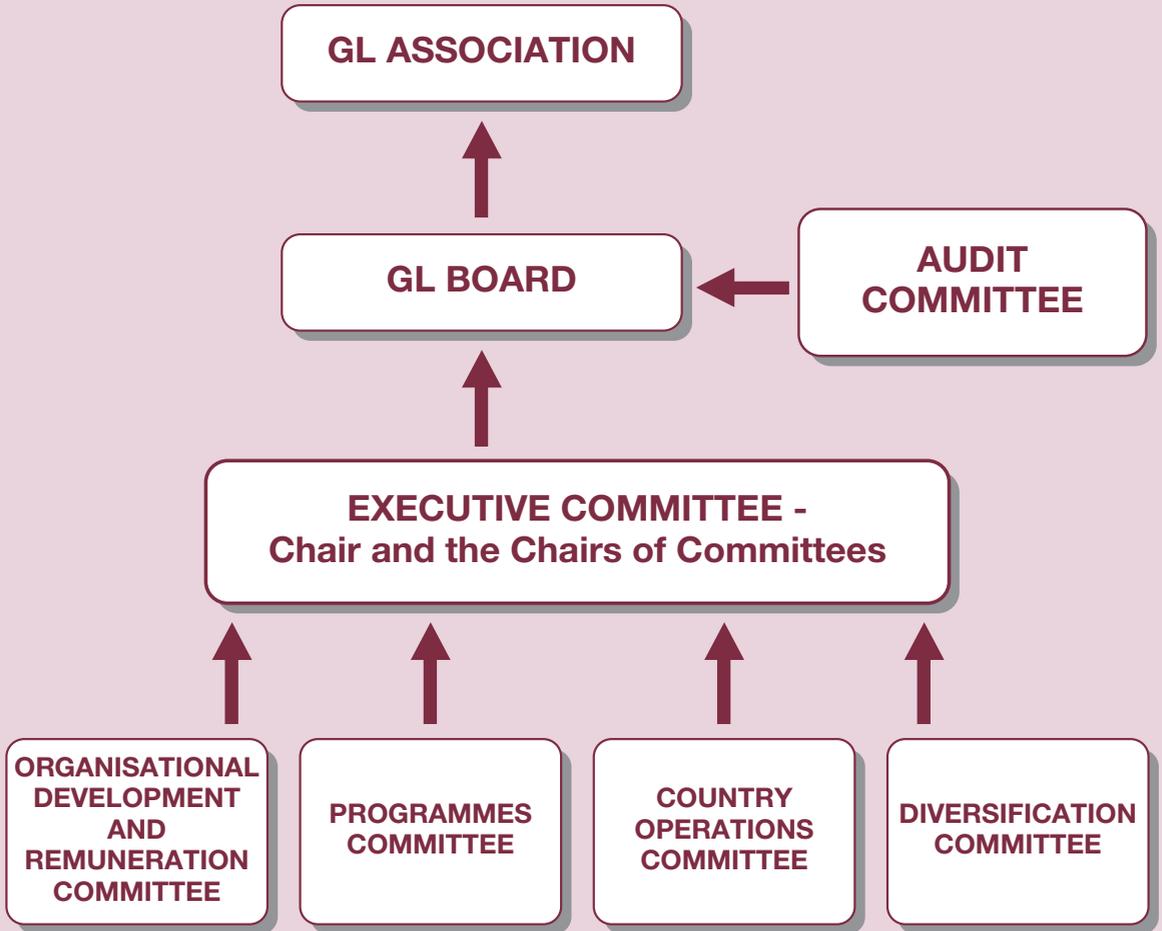
WHERE WE WORK

Gender Links has offices in ten registered SADC countries, including a Lusophone base in Mozambique and Francophone base in Madagascar. GL's Botswana office also serves as a liaison office with the Southern African Development Community (SADC).



HOW WE ARE RUN

GL's apex structure is an **Association** chaired by founder member and communications expert **Kubeshni Govender Jones**. Members include former City Press Editor **Ferial Haffajee** (South Africa); head of International Affairs at the University of Johannesburg **Pinkie Megkwe** (Botswana); **Ambassador Thenjiwe Mtintso** (South Africa), Botswana Attorney General **Dr Athalia Molokomme**; **Monique Rakotoanosy** (Madagascar) and **Keabonye Ntsabane** (Botswana). GL is governed by a 12 member board from eight SADC countries. The **Board** is chaired by **Emily Brown** (media studies expert, South Africa/ Namibia). Members include **Pat Made** (former Director General, Inter Press Service); **Loga Virahsawmy** (G.O.S.K, Mauritius); renowned gender activist **Sara Longwe**; former deputy chair of the Lesotho Independent Electoral Commission **Rethabile Pholo**; former head of the SADC Gender Unit **Magdeline Madibela** (Botswana); founder member of **Emang Basadi** in Botswana **Ntombi Setshwaelo**, Chair of FEMNET and the NGO Coordinating Council of Malawi **Emma Kaliya**; men-for-change activist **Mbuyiselo Botha** and Deputy Chair of the South African Commission for Gender Equality **Thoko Mpumlwana**. **Adrian Dowie** (CA, South Africa) chairs the audit committee, with **Robinah Kapawa** and **Magdeline Madibela** as members. CEO **Colleen Lowe Morna** (Zimbabwe/South Africa) is an ex-officio member of the Board.



WHO FUNDS OR HAS FUNDED US

Type of funder	Examples
Bilateral	UKAID, DANIDA, Sida, Government of the Netherlands (MDG 3 grant and Funding Leadership Opportunities for Women (FLOW)), Irish Aid, CIDA (Canada)
Multilateral	EU, UNFPA, UNWOMEN through the UN Fund for Gender Equality, UNESCO
Foundations	Ford, Open Society Initiative of Southern Africa, Foundation for Human Rights, Commonwealth Foundation, Southern African Trust
International NGOs	Hivos, Diakonia, Global Fund for Women, World Association for Christian Communications, Norwegian Church Aid
Joint Funds	Amplify Change
Corporate sponsors & partners	Lux Hotels (Mauritius); SAGE Pastel Foundation; Google Africa; Microsoft

Over the last fifteen years, GL has received grants from a wide range of donors - bilateral, multilateral, foundations, International NGOs and a few corporate sponsors and partners. In any given year, GL has put out up to 40 funding applications; managed twenty or more donors, and furnished 20-40 funding reports. GL has a proud reputation for timely and thorough reporting.

“The FLOW team has the highest regard for Gender Links as a reliable and dedicated organisation, implementing impressive work that has a major impact on women's rights.”
 - Friso Weigman,
 FLOW Team Leader

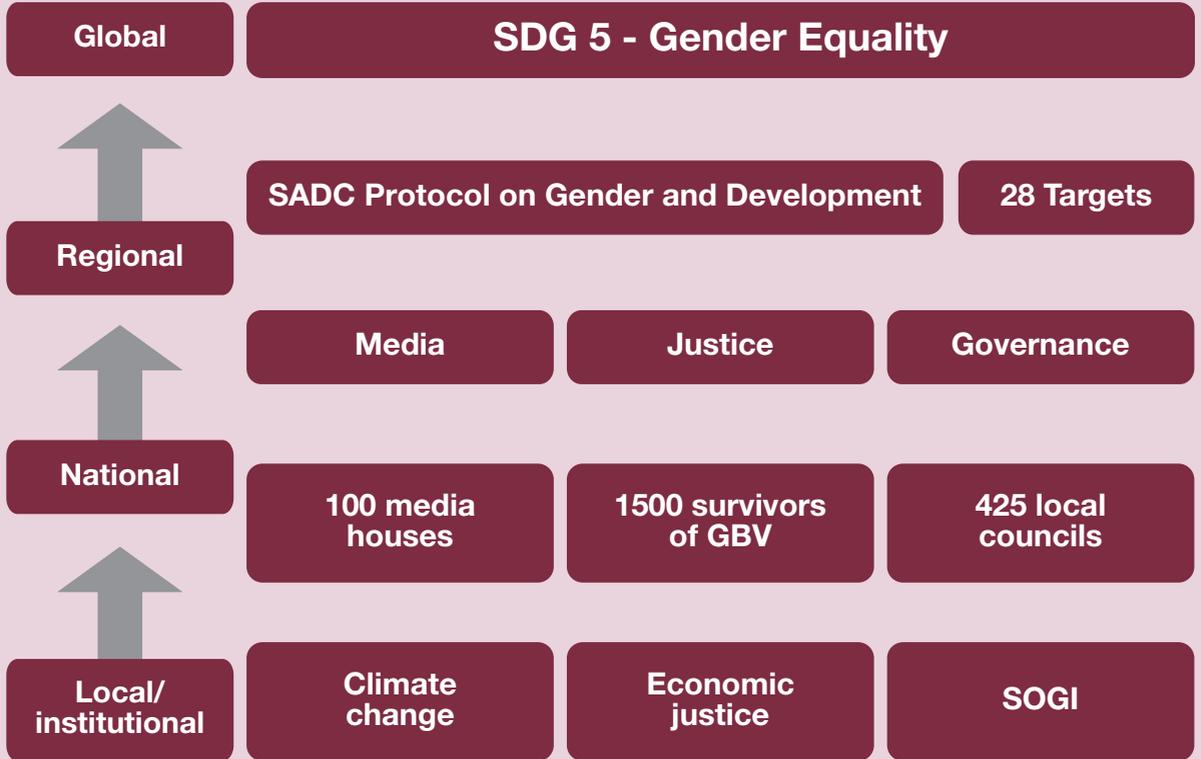
WHO WE WORK WITH

Described in an evaluation as a “small organisation with a large footprint,” GL has a web of close to 600 partners, with 150 formal MOUs. Through its media and local government COE work, GL has over **500 institutional partners**. There are 25 civil society partners in the Alliance, and these connect with hundreds more NGOs, CBOs and Faith Based Organisations (FBOs) on the ground. GL also partners with ministries of **gender and local government**. GL is partnering with the **Southern African Broadcasting Association (SABA)** in a Gender and Media Summit. GL chairs the **Global Alliance on Media and Gender (GAMAG)**, is a member of **FEMNET** and of the **Women's Major Group**. GL shares learning with partners at annual **SADC Protocol@Work** Summits. In 2016, GL held consultative meetings with Alliance and local government partners in all SADC countries on the Post 2015 agenda.

PARTNERSHIPS AND COALITIONS



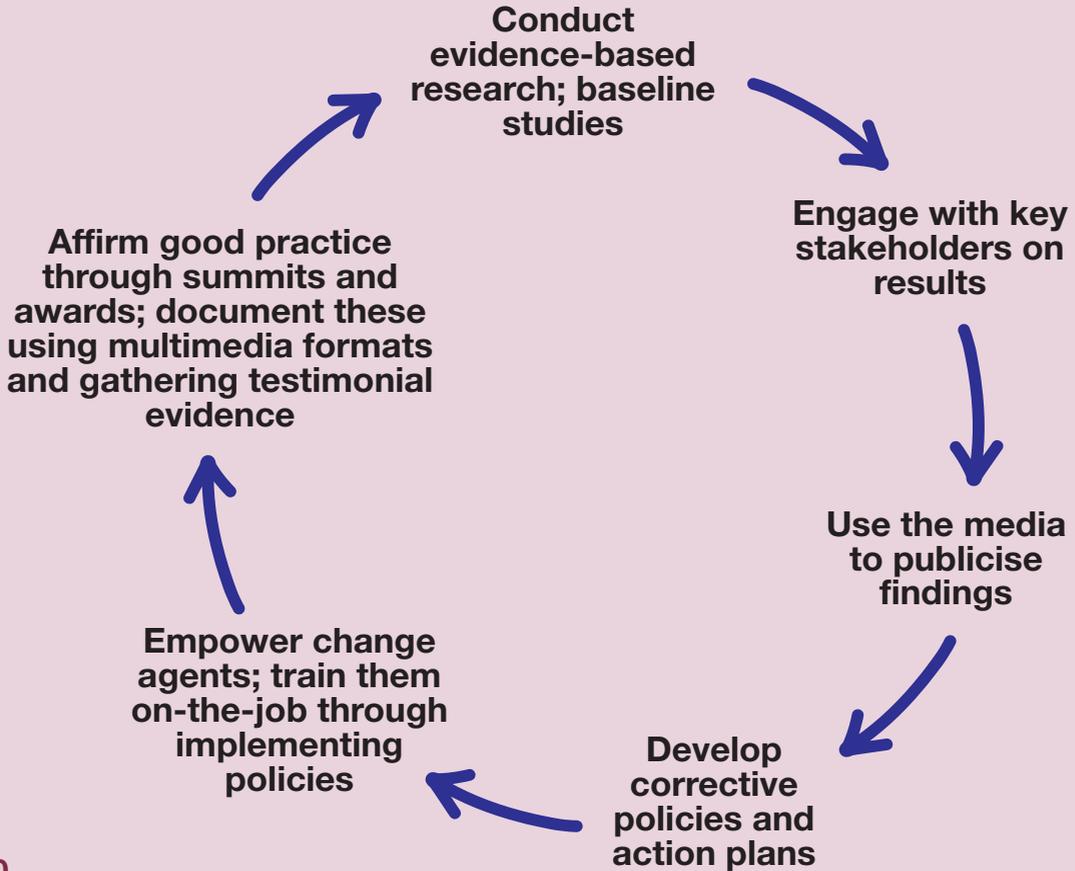
PROGRAMME OF ACTION



WHAT WE DO

At the policy level, GL coordinates the **Southern African Gender Protocol Alliance** that campaigned for the adoption of this unique instrument in 2008. Originally aligned to the Millennium Development Goals, the Protocol brings together global and international commitments to gender equality. In 2016, the Protocol was aligned to the **Sustainable Development Goals**. GL and 25 partners produce an annual **Barometer** tracking progress towards attaining gender equality in SADC. GL integrates the targets of the Protocol into its cutting edge work on **gender and the media** that includes research, monitoring and on-the-job training of journalists. GL also uses the media to get information to a wide variety of audiences. In its **gender and governance** work GL spearheads the 50/50 campaign in the region, with a special focus on local government where GL works with councils in ten countries on gender responsive budgeting and service delivery, with new areas like Sexual and Reproductive Health and Rights as well as Climate Change enriching this model. Pioneering work on the Sixteen Days of Activism campaign in the **gender justice programme** has expanded to include 365 day action plans to end gender violence; gender prevalence and attitude surveys in seven countries; and ground-breaking work on **ending violence and empowering women: community by community**.

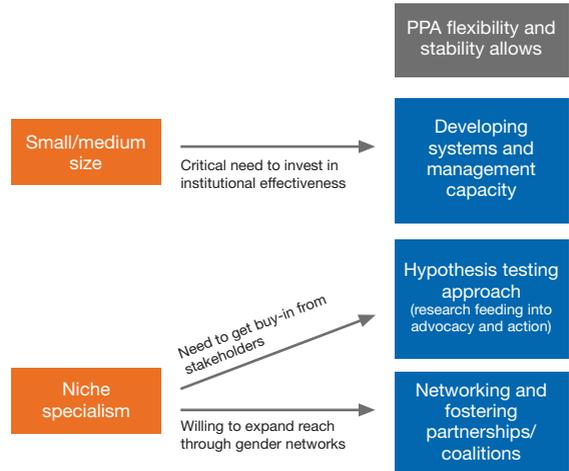
HOW WE WORK



HOW WE MEASURE RESULTS

GL has shifted from a simple focus on **Monitoring & Evaluation** to **Results for Change** including **learning, knowledge, innovation and Value for Money**. GL tracks all its activities on Epi Info and has developed a range of online score cards, media monitoring tools, a Gender Progress Score and a Gender Empowerment Index for assessing its work. GL gathers “**I**” **stories** or first-hand accounts, **Drivers of Change** and **Emerging Entrepreneur** profiles housed in data bases and multi-media formats on the website. The GL website has had over 2 million website views. GL's list serve boasts 18,000 contacts: 65% women and 35% men.

As part of its evaluation of the PPA Fund, Coffey, a UK based evaluation consultancy, chose GL as one of twelve case studies. They characterised GL as an “Outreach Model” with the following characteristics:



WHAT WE HAVE ACHIEVED

GL's work has been recognised through several **awards**. In October 2010 GL won the **“Investing in the Future Award”** administered by the *Mail and Guardian* newspaper for its Gender Justice and Local Government Summit. In 2009 GL received the **“Top Gender Empowered Government Agency or Parastatal Award”** from the Top Women Awards. GL has been a finalist in the **Drivers of Change Award** - Civil

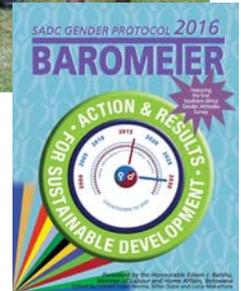


Sifiso Dube, Alliance and Partnerships Manager, receiving the Drivers of Change Finalist Award in October 2015.

Society Category administered by the *Mail and Guardian* newspaper and the Southern African Trust three times, including in October 2015. In 2013 the **African Union** recognised GL's outstanding contribution to women's rights during the tenth anniversary of the African Charter on Human and Peoples' Rights on the Rights of Women in Africa.



The Southern African Gender Protocol Alliance Steering Committee comprises representatives from women's rights networks in all fifteen SADC countries.



GL is an acknowledged **champion of the SADC Protocol on Gender and Development** that has been updated to include the Post-2015 Sustainable Development Goals, with stronger rights-based language plus a Monitoring, Evaluation and Results Framework (MER) framework. The Southern African Gender Protocol Alliance, that tracks progress through an annual Barometer, is a **backbone of the women's movement** in the region.



GL is a global and regional **thought leader on gender and the media**, through chairing the Global Alliance on Gender and the Media (GAMAG) and supporting **108 Centres of Excellence for Gender in the Media**, including twelve public broadcasters. GL also works with 11 media training institutions that have opted to become **Centres of Excellence for Gender in Media Education** and form the steering committee of the **Gender and Media Diversity Centre (GMDC)**. GL's **Gender and Media Progress Study (GMPS)** conducted every five years is the most extensive such study undertaken in any region of the world, providing a wealth of data for advocacy and action planning.



GL CEO Colleen Lowe Morna and actress Geena Davis address a forum at the UN Commission on the Status of Women on Gender and the Media.



GL has played a key role in putting **gender on the local government agenda** in ten SADC countries through 432 councils that have joined the Centres of Excellence movement. These councils cover a population of 40 million people or 34% of the population in the ten countries where they are found. Council contributions to gender mainstreaming increased by 22 percentage points from 71% in 2014 to 93% in 2015. In 2015/2016, GL worked with more councils; completed costed gender action plans, and received more verifiable records of council contributions towards gender mainstreaming and gender specific budgeting. This bodes well for the sustainability of the programme that GL is streamlining during the nine month extension of the PPA, with improved tools for Gender Budgeting.

“At local government level, GL's approach has created concrete links between national policy initiatives and the practical implementation of strategies to address GBV in communities.”
- *Maurice Mbolela, Executive Secretary, Local Government Association of Zambia*



GL CEO Colleen Lowe Morna and Annick Rabearisoa, mayor of Bongatsara, a rural Centre of Excellence for Gender and Local Government in Madagascar.

GL has pioneered a way of measuring gender violence tested in seven SADC countries, and used to strengthen 365 day National and Local Action Plans for Ending Gender Violence. Working through the local government Centres of Excellence, GL has started a campaign: *Community by community, we can end gender violence!*



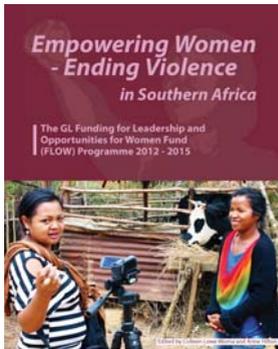
In 2013 a search on **Google Scholar** for “Gender Links” yielded just over 700 results. In June 2016 the same search yielded **1,220** results. A different search for “Gender Links” using the main Google engine, more commonly used by non-academics, yielded **over ten million hits**. All of the first two pages relate directly to the work of Gender Links. There are a number of citations of the Gender Links publication on gender based violence indicators: *The War at Home: Gender Based Violence Indicators Project*.

- *GL Annual Google Academic Search Report*

In the first fifteen years GL reached over 120,000 direct beneficiaries. In an analysis of the **Drivers of Change**, 65% of women said they had become more aware of their rights; an even higher percentage (73%) said they now had greater confidence; 52% said they could claim their rights and 49% had improved their self-image.

Susan Swart from Cape Agulhas, South Africa, took the microphone with confidence at the SADC Gender Protocol@Work Summit and declared: "I overcame, so can you!" Her emotional anguish of living with an abusive husband finally surfaced after her husband decided she was not good enough anymore and left her and her two kids to fend for themselves. She thought long and hard about the business ventures she could pursue. She registered a catering business and started with a donated chip making machine. In 2013, Susan attended the GL entrepreneurship training programme for survivors of gender violence and said that since then she has never looked back. As she put it: "GL taught me how to fly. I was encouraged to encourage others and was empowered to empower myself. I want to tell everyone that they can overcome, just like I have. My business is still growing and I know it will keep growing. Gender links has provided me with the platform and the freedom to be the best that I can."





GL has helped **1300 survivors of gender violence reclaim their lives through entrepreneurship training** linked to local economic development. The programme is anchored by councils that provide support, mentorship, access to finance and infrastructure. An assessment of the pilot phase of this project in 2015 showed that 91% completed a business plan and 79% followed through on the plan. The overall increase in income in 2015 as a result of the project is over R10 million; a 66% increase. 59% added new products and 54% found new markets; 48% indicated starting a new business and 29% increased the size of their business; 41% opened a bank account and 35% increased email usage. 85% of participants said they now experience less or much less GBV. Overall, the relationship control index increased by four percentage points to 66%. Gender attitudes as measured by the Gender Progress Score (GPS) in the communities increased by two percentage points to 63%. At 70% the participants had a seven percentage point higher GPS than their communities.

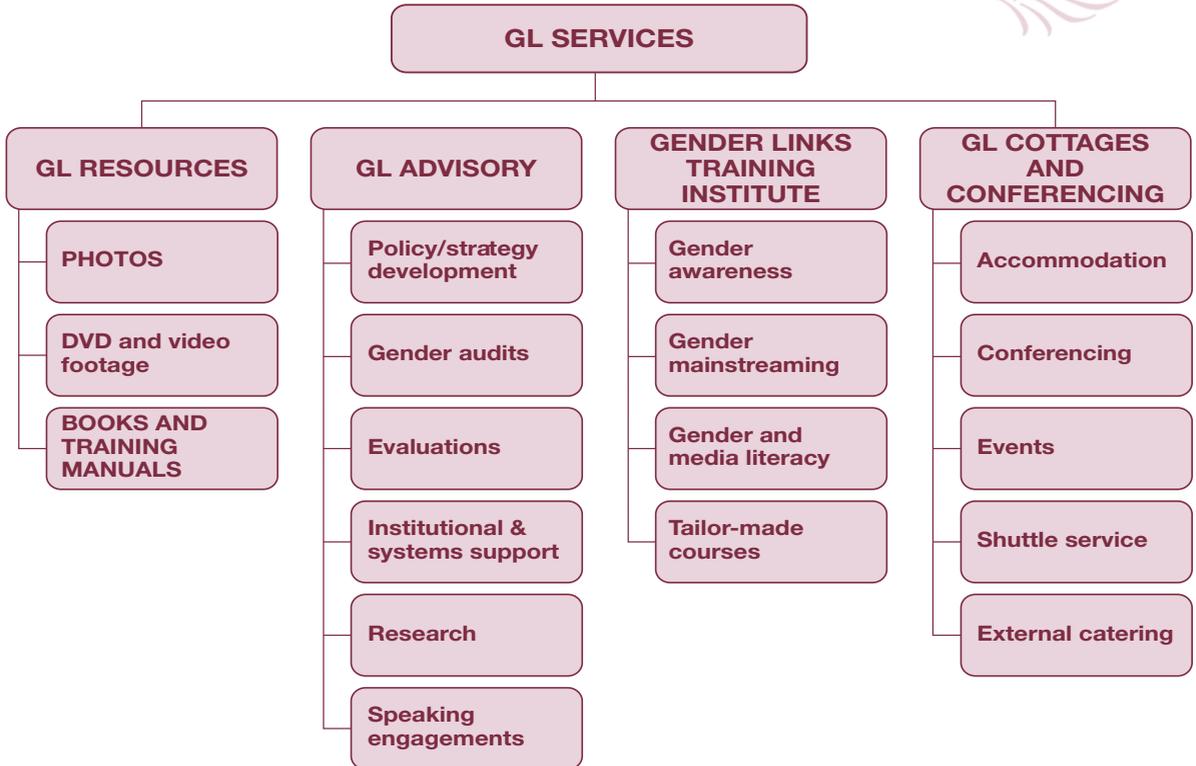
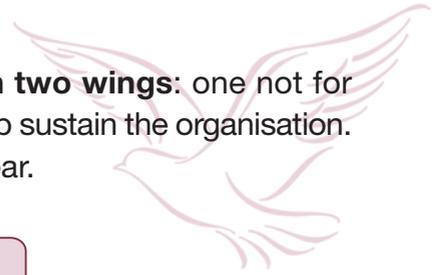
“I write to express my support for the work by Gender Links to enhance the status of women in the SADC region generally, and in particular their pioneering work on the economic empowerment of survivors of gender violence. I was privileged last year to be a key note speaker at a breakfast meeting to share initial results of the Empower women, End Violence project in South Africa. I heard at first hand survivors talk about how violence had eroded their sense of self-worth, and conversely how this project had helped them to regain their confidence. I should add that over the last year the AfDB has made use of GL Training through its GL Services

arm. During 2015, GL provided gender training for my team, operational and non-operational staff in French and English, in South Africa and Abidjan. GL provided a professional service with an inspirational quality that has given us the jump start we needed at the AfDB for our gender mainstreaming efforts. Much of this is due to the hands on examples and experience from the field that GL staff bring to their work. GL hosted the Johannesburg training at the GL Cottages, part of GL's sustainability efforts reflecting the deliberate efforts not to be totally reliant on donor funds.

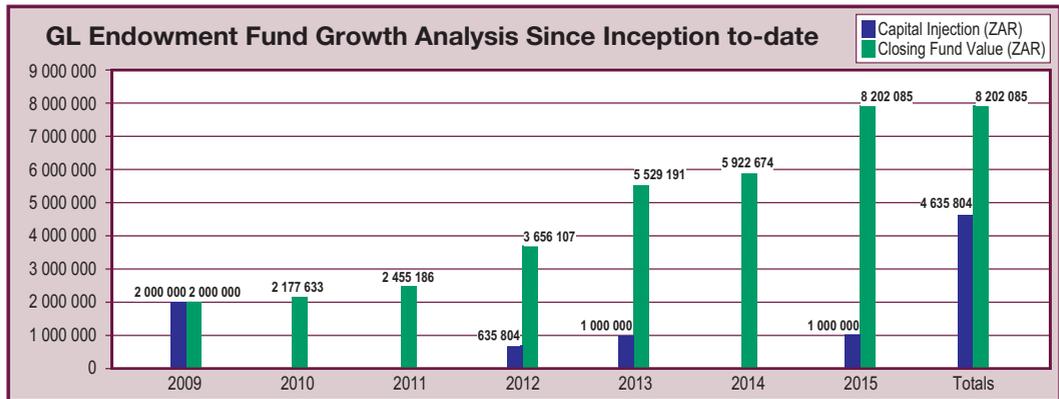
We were very pleased with the customer service, spirit of enterprise and purpose that characterise GL and all its units.” - *Geraldine Fraser Moleketi, Special Envoy on Gender to the African Development Bank*



GL is working towards the vision of a **bird with two wings**: one not for profit and the other generating some revenue to help sustain the organisation. These account for 5% to 10% of income each year.

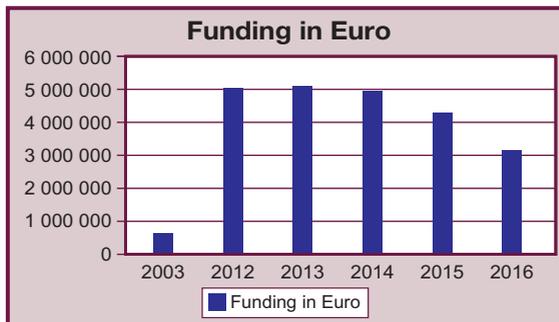


With support from the DFID Programme Partnership Arrangement, GL has improved its **Institutional Effectiveness** by moving its finances, IT, Monitoring and Evaluation systems to new, cloud based platforms; and creating a new, digital friendly website. GL has a proud record of **15 years of clean audits**. GL owns two houses used as offices in Cyridene Johannesburg, as well as the GL Cottages. The market value of these properties has more than doubled since they were purchased making property one of GL's wisest sustainability decisions. Retained income generated through GL Services is invested in the **GL Endowment Fund** that has more than doubled since inception to a current value of over R 8 million.



MIND THE GAP!

Like other civil society organisations that do advocacy work, especially on Women's Rights, GL is feeling the funding pinch. As the depreciation of the rand in the last few years leads to some distortions in actual funding (most of which has come from overseas) we have computed our funding history in Euro. From a rapid and steady growth from 2003 to 2013, GL's funding has fallen by 40% from 2013 to 2016. *At the very moment that we need to be making a final push to achieve gender equality by 2030, funding for WRO is dwindling.*



“For decades, the women's rights movement and women's rights organisations have been severely underfunded.”

- *AWID, 20 Years of Shamefully Scarce Funding for Feminists and Women's Rights Movements*

“The battle for gender and sexual rights is now partly one of denying the notion that there can be two different worlds for rights: one in the global north and another in the global south. Activists in the global south need to be supported to show that demands for gender and sexual rights emanate from and are legitimate in their countries.”

- *CIVICUS 2015 report*

“The work done by Gender Links and the Alliance and the related Gender Protocol Barometer which provides data to measure progress and identify gaps demonstrate the positive way in which civil society can work with governments to achieve gender-responsive governance through evidence gathering.”

- *Phumzile Mlambo-Gcuka, Executive Director, UNWOMEN*

HOW YOU CAN HELP!



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